



April is Alcohol Awareness Month, How will you spread the Word?



Alcohol Awareness Month, recognized every April, was founded in 1987 and is sponsored by National Council on Alcoholism and Drug Dependence (NCADD) to increase public awareness and understanding to reduce the stigma that too often prevents individuals and families from seeking help.

Alcohol misuse and abuse still have a tremendous impact on our country today. As summer begins to unfold, April is a key month in which to highlight the dangers of irresponsible drinking, as well as increase public awareness and understanding about alcohol.

How will your command observe Alcohol Awareness Month? Here are a few ideas to get things going:

- Utilize Coalition of Sailors Against Destructive Decisions (CSADD) to build momentum and interest in activities.
- Develop command Alcohol Free Weekend commitment letters and have Sailors volunteer not to consume alcohol for the three days. Have public affairs interview participating Sailors.
- Host National Alcohol Screening day events at your command or base to increase self-referrals. Military Pathways provide screening kits, literature, water bottles, etc. Go to (<https://www.militarymentalhealth.org/screening/default.aspx>) for information.
- Host and attend guest speakers on alcohol awareness/prevention topics.
- Organize/participate in fun-run or other community events to bring awareness to reduce alcohol incidents.
- Use (NADAP issued) alcohol detection devices randomly to provide opportunities to link members with resources before an incident occurs.
- Post free monthly "That Guy" materials. Order materials at www.thatguy.com/resources.
- Introduce your Drug and Alcohol Program Advisor (DAPA) as a link to resources and referral, not a hammer or enabler

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<https://www.facebook.com/USN.NADAP>

NADAP Announces the Launch of a New Campaign This April

When Sailors choose to drink responsibly, they not only protect their individual health and careers, they help improve the Navy's ability to be mission-ready and maintain the level of performance expected of service members. Over the past few years, rates of alcohol-related incidents (ARIs) and driving under the influence (DUI) have decreased within the Navy, however, our work is not over.

"Keep What You've Earned", the Navy's flagship campaign for responsible use of alcohol will be launched during April. The campaign encourages responsible drinking among Sailors by focusing on what they have achieved in their navy careers. The campaign actively engages alcohol abuse personnel, navy leaders, local communities and sailors themselves as advocates for responsible drinking.



About the Campaign

The *Keep What You've Earned* campaign was developed after months of in-depth research to determine Sailors' attitudes and beliefs about alcohol use within the Navy. Rather than suggest that Sailors should not drink at all, the campaign recognizes that Sailors are responsible, decision-making adults, and therefore, advises them to drink responsibly by planning for a safe ride home, only drinking with people they trust and knowing their limit before they get there.

The Keep What You've Earned campaign also acknowledges that every Sailor has worked hard to get where they are in their careers and reminds them that one bad decision with alcohol could cost them serious consequences, including separation from the Navy.

What You Need to Know

During April, all units are encouraged to discuss the importance of drinking responsibly. To facilitate these discussions, the following products will be available on the Navy Alcohol and Drug Abuse Prevention (NADAP) website, <http://www.nadap.navy.mil>, after 1 April 2013:

- Leadership talking points
- Posters
- Fact sheets
- Social media messages

DRINK RESPONSIBLY.

KEEP WHAT YOU'VE EARNED

Research Shows:

- Sailors primarily drink because of stress related to the workplace, their families, and life changes.
- Repetitive messaging doesn't resonate and is likely to be ignored.
- Sailors respond better to positive messaging because they believe they are being treated like responsible adults.
- Highlighting immediate career consequences (losing money, rank, or financial opportunities) resonate more than severe long-term consequences.

Source: Navy Alcohol and Drug Abuse Prevention (NADAP) Office, 2012

Additionally, a webinar will be held on 11 April, at 1300 (Central daylight time) to help guide ADCOs and DAPAs through implementation of the campaign resources and collect informal feedback prior to the campaign launch. Stay tuned for more details on the webinar later this month.

For any questions regarding the launch of the campaign, please reach out to Ms. Sara Geer, Navy Alcohol and Drug Abuse Prevention (NADAP), COMM (901) 874 4237/ DSN 883 or via e-mail at sara.geer.ctr@navy.mil

UPC University

A series of subjects aimed at enhancing awareness of the Navy's Drug Testing Program for Urinalysis Program Coordinators.

Topic 4: Packaging & Transportation

The packaging and transportation phase of the urinalysis process presents another opportunity for a member challenging a positive result to introduce doubt in the validity of the testing process. Accurately completing documentation and strictly adhering to the packaging guidance provided in the OPNAVINST 5350.4 (series) will erase any doubt to the testing process.

After a specimen arrives at the laboratory, its movements are strictly controlled and documented at every step of its testing. The DD Form 2624 must reflect who had positive control and/or secure storage of the specimens from the time it was collected until shipping. The laboratory receipt will note anything unusual in the package on arrival.

Each bottle cap must be checked for tightness before shipping. If done before placing the tamper proof seal, it reduces the risk of breaking the seal. If the tamper proof seal is broken when checking for cap tightness, replace the seal and make an appropriate comment on the DD Form 2624 and on the command ledger.

The specimens, dividers, filler paper (not shredded), and required amount of liquid absorbent pads will be placed inside of a plastic bag inside the shipping container and sealed.

Two double-sided copies of the completed DD Form 2624 have to be made. One copy will remain at the command for reference, one will be included with the specimens inside the shipping container in a waterproof bag, and the original will be affixed to the outside of the shipping container in an envelope.

The test register does not get shipped to the laboratory.

The shipping container is completely sealed with paper mailing tape and signed and dated across the tape on the top and bottom of the container, whether the package is mailed or hand carried to the testing laboratory. The seal should arrive intact or it will be noted on accession.

The sealed, signed shipping container with the original DD-2624 envelope attached to it are then wrapped inside of a second waterproof pouch and sealed. This complete package is labeled (and marked as urine samples) and mailed, hand-carried or delivered to the correct NDSL. The urine samples should be transported by either U.S. Mail (1st class), hand-carried to the laboratory, certified or registered mail, Federal Express, UPS, Air Mobility Command, commercial U.S. airline or commercial foreign airline (only when no other means is available).

First Class U.S. Mail is preferred method of delivery. Using certified or registered mail slows the process and should only be considered as a last resort.

When these steps are followed, it would take a large conspiracy spread across multiple organizations and levels of command and with specific knowledge and motivation to successfully adulterate a single urine specimen without indication of tampering that wouldn't be noted at the laboratory. That said, a positive sample result for a member is certain to have come from a sample provided by that member and accurately indicates the metabolites found within the sample.

An illustrated demonstration of the correct packaging and shipping process can be seen on from the NADAP webpage: www.nadap.navy.mil under NDSP.

Navy Drug Screening Labs

NDSL-San Diego

Commanding Officer
Navy Drug Screening Laboratory
34425 Farenholt Avenue
Building 26 2-B, Suite 40
San Diego, CA 92134-7040
PH: 619-532-7141

NDSL-Great Lakes

Commanding Officer
Navy Drug Screening Laboratory
320B B Street, Building 38H
Great Lakes, IL 60088-2815
PH: (847) 688-2045

NDSL Jacksonville

Commanding Officer
Navy Drug Screening Laboratory
P.O. Box 113, Bldg H-2033
Jacksonville, FL 32212-0113
PH: (904) 542-7755

Command Support Needed For Local DEFY Programs

Results from “Substance Use Among Military-Connected Youth The California Healthy Kids Survey” indicate a strong correlation between the number of deployments and substance abuse rates among military-connected youth: “an increase in the number of deployments was associated with a higher likelihood of lifetime and recent [substance] use.” The study concludes that these “results indicate that experiences associated with deployment of a family member may increase the likelihood of substance use.” (Gilreath, T., et. al. (2013 Feb). Substance use among military-connected youth: the california healthy kids survey. American Journal of Preventive Medicine, 44(2), 150-3. doi: 10.1016)

DEFY helps reduce the possibility of substance abuse among military-connected children through its science-based curriculum, incorporation of

evidence-based prevention principles, and the use of positive adult role models as mentors.

How can local command leadership teams help? Sponsoring a local DEFY program is the first step. Once a local program has been established, command leadership teams are asked to sponsor and provide visible and active support of local DEFY programs. DEFY is no “vacation” as any of the local volunteers who work hard as mentors and staff of local programs can tell you. As local programs begin planning and gearing up for Phase I this summer, staff will need the support from command leadership to support volunteers, program requirements, and occasionally to run interference. The success of a local DEFY program is largely the result of active and visible support by command leadership. Thank you to all who are currently providing this support.



LOOKING FOR DEFY GRADUATES

If you or someone you know is a DEFY graduate, we are looking for positive testimonials and reflections on the DEFY experience.

Please email to Mr. Timm Bentley at timothy.f.bentley@navy.mil). Input will be used to celebrate the successes of the DEFY Program.



DEFY Completes Second Train-the-Trainer Event

Members of the DEFY Program Office recently completed the second of three train-the-trainer (TTT) events at Naval Air Station North Island in San Diego, California. Twenty-six individuals representing DEFY programs from the Navy, Marine Corps, Air Force, and non-DoD programs from across the globe attended the event. Attendance at the TTT events is particularly critical this year as significant changes to the program are being implemented this year. Among those changes is an updated youth curriculum designed to eliminate cultural references that could become outdated, which will increase the new curriculum's shelf life. curriculum's shelf life.



Representatives from NIOC San Diego receive the command's 10-year Length of Service Award Program plaque. (Left to right: IT1 Alfred DeJesus (NIOC SD), Timm Bentley (DEFY Program Manager), CTTC Sammy Thomas)



A major addition to the program resources this year is a local staff training curriculum. This resource is designed to provide standardized volunteer training throughout the program, a critical component of evidence-based prevention programs. This addition will also eliminate the burden on LPCs to develop local staff training.

Three programs were recognized for continuous DEFY programs: Navy Information Operations Command, San Diego, CA (three year award); and Pacific Command, Pearl Harbor, HI, and Naval Munitions Command CWD Det, Fallon, NV (on behalf of NAS Fallon), received recognition for operating a local DEFY program for 10 years. The third of three TTT events is tentatively scheduled for 19-20 March in Norfolk.

DEFY Goes NKO

DEFY now has a community page on Navy Knowledge Online. The main public page provides basic DEFY Program information as well as links to prevention resources for parents and teens. A sub-community page, Local DEFY Programs, is a restricted access page for personnel operating local DEFY programs. This page provides local program staff access to program documents, manuals, and other materials as well as other important information on program operations. To obtain access to this sub-community page, you must be part of a local DEFY program. Click this link to access the public DEFY community page:

<https://wwwa.nko.navy.mil/portal/drugeducationfor youthdefyprogram/home>



The Tools are There, How Will You Use Them?

NADAP provides a variety of campaigns intended to promote substance abuse awareness. To make it easy, the majority of campaign materials are now available through the Navy Logistics Library (NLL) at no cost to all Navy commands. Supply personnel must order them via <https://nll1.ahf.nmci.navy.mil> (for NMCI computers) or <http://www.navsup.navy.mil/navsup> (if NMCI is not available). Follow the instructions below to locate each item in the Navy Logistics Library. While placing your order, you have the option to view the item.

Campaign	Message	Materials	How to Order
Who Will Stand Your Watch?	A substance abuse prevention campaign designed to educate Sailors of the negative impact substance abuse can have on a Sailor's family, shipmates, and career.	<ul style="list-style-type: none"> • Pamphlets • Posters • PSAs 	<ol style="list-style-type: none"> 1. Supply personnel must order them via https://nll1.ahf.nmci.navy.mil 2. In the Keyword field search: <i>NADAP</i>
The Domino Strategy on How to Drink Responsibly	A social marketing campaign that encourages Sailors to pay attention to the size, content and amount of alcohol they consume each time they drink.	<ul style="list-style-type: none"> • Pamphlets • Posters • Banners • Table Tents • PSAs 	<ol style="list-style-type: none"> 1. Supply personnel must order them via https://nll1.ahf.nmci.navy.mil 2. In the Keyword field search: <i>Domino</i>
That Guy	That Guy is a research-based behavior change campaign that employs a humorous approach and focuses on social disapproval to help reduce binge drinking among the junior enlisted across all branches of service.	<ul style="list-style-type: none"> • Posters • Coasters • Playing Cards • And more 	Visit: www.thatguy.com/resources
Sailor's Guide for Substance Abuse Prevention	Pocket-sized guides address substance abuse in the Navy and provide tips, strategies, and resources to increase your awareness, understanding and control of substance abuse.	Pocket Guide	<ol style="list-style-type: none"> 1. Supply personnel must order them via https://nll1.ahf.nmci.navy.mil 2. In the Keyword field search: <i>NADAP</i>
Prevention Banners	Awareness banners are intended to promote various prevention topics. They can be placed at gate entrances, building entrances and events around base.	Banners: <ul style="list-style-type: none"> • 3D Month • Red Ribbon Week • 101 Days of Summer 	<ol style="list-style-type: none"> 1. Supply personnel must order them via https://nll1.ahf.nmci.navy.mil 2. In the Keyword field search: <i>NADAP</i>



That Guy Launches New Mobile App Game

The That Guy Campaign is excited to announce the launch of the That Guy Buzzed Mobile Game.

That Guy Buzzed is a FREE action-style game developed for mobile devices and tablets including the iPhone, iPad, and Android. The game aims to educate the junior enlisted about the consequences of binge drinking by using an entertaining, engaging approach.

That Guy Buzzed emphasizes the concept of personal control when it comes to drinking alcohol.

Game players start by selecting a male or female character that begins the night sober but might become That Guy or That Girl if he or she consumes too many drinks throughout the night.

The mission of the game is to make it to the concert by navigating through four maze-like levels including a Dive Bar, House Party, Street Festival, and Concert while dodging alcoholic drinks, obnoxious drunks and other slippery situations...all while racing against the clock!

One too many drinks and the player's character will get too drunk, lose control, and won't be able to beat each level of the game.

All materials and assets to help promote the game are available on the POC Resource site. Visit:

www.resources.thatguy.com/buzzed-promotion

Order Mobile Game App Promotion Posters and hang them in the dining halls, computer centers, MWR facilities, and anywhere else that the target audience keeps their smart phones handy for a quick, easy, and FREE download from Apple App and Google Play stores. Also promote the app through Facebook, on website with web banners, and with the game trailer video.



2012 - 2013 STATISTICS

ARIs & DUIs

MAR	384	125
APR	425	111
MAY	358	94
JUN	359	80
JUL	327	80
AUG	306	90
SEP	305	117
OCT	368	87
NOV	249	78
DEC	274	89
JAN	182	46
FEB	73	23

MEM POS & TOTAL TESTED

MAR	116	100,654
APR	112	98,131
MAY	125	95,934
JUN	118	93,966
JUL	124	96,322
AUG	117	91,890
SEP	157	103,499
OCT	163	97,622
NOV	160	93,199
DEC	206	84,645
JAN	349	121,364
FEB	77	32,234